

# **Dominion Energy Allowable Ex Parte Communication Briefing Customer Education Program**

**March 7, 2019**

**Rodney Blevins  
John Raftery**



**Dominion  
Energy®**

# Accelerating the Long-Term Benefits Message: Television Advertisements

After hearing from policy makers and other key stakeholders, we became aware of significant support for LONG-TERM bill relief instead of the short-term fix of a onetime cash payment. As a result, we developed a plan to significantly reduce bills, and we endorse that plan.



<https://youtu.be/y4n5viMUUGc>

# **Accelerating the Long-Term Benefits**

## **Message: Television Advertisements cont'd**

Columbia: WIS-NBC, WOLO-ABC, WLTX-CBS, WACH-FOX

Charleston: WCBD-NBC, WCIV-ABC, WCSC-CBS, WTAT-FOX

Aiken/Augusta: WAGT-NBC, WJBF-ABC, WRDW-CBS, WFXG-FOX

Hilton Head/  
Beaufort: WSAV-NBC, WJCL-ABC, WTOG-CBS, WTGS-FOX  
WHHI-TV

Plus: CNN, MSNBC, FOX NEWS

# **Accelerating the Long-Term Benefits Message: Print Advertisements**

## **Why are South Carolina residential electric customers not getting a \$1,000 cash payment from Dominion Energy?**

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Dominion Energy initially proposed an approximate \$1,000 cash payment with a modest bill reduction as part of its merger with SCE&G's parent company. Instead, after hearing significant support from policy makers and other key stakeholders to focus on long-term bill relief, we developed a plan that eliminated the cash payment in order to lower customers' bills even more for the long term, and we endorse that plan.



# Accelerating the Long-Term Benefits Message: Print Advertisements cont'd

Instead of a one-time cash payment of approximately \$1,000, residential electric customers will get LONG-TERM savings from Dominion Energy:

**15% lower electric** bills in 2019 compared to January 2018.

**\$4.5 billion in benefits** provided by Dominion Energy to SCE&G customers.

The decrease in electric bills will deliver ongoing **savings for the long term.**

Changes in place lower typical monthly bills to **well below the national average.**

Dominion Energy: Affordable and reliable service now in South Carolina.



# Accelerating the Long-Term Benefits

## Message: Print Advertisements cont'd

- ✓ The State
- ✓ The Post and Courier
- ✓ The Sun News
- ✓ Florence Morning News
- ✓ Aiken Standard
- ✓ Hilton Head Island Packet/Beaufort Gazette
- ✓ Carolina Panorama
- ✓ SC Black News
- ✓ The Charleston Chronicle
- ✓ Latino
- ✓ El Informador
- ✓ Community Times/Times Upstate Combo

# Accelerating the Long-Term Benefits Message: Digital Advertisements

**What happened  
to the \$1,000 cash  
payment from  
Dominion Energy?**

Residential electric  
customers are now  
getting a better deal:

**LONG-TERM bill reduction**

**\$4.5 billion in benefits**

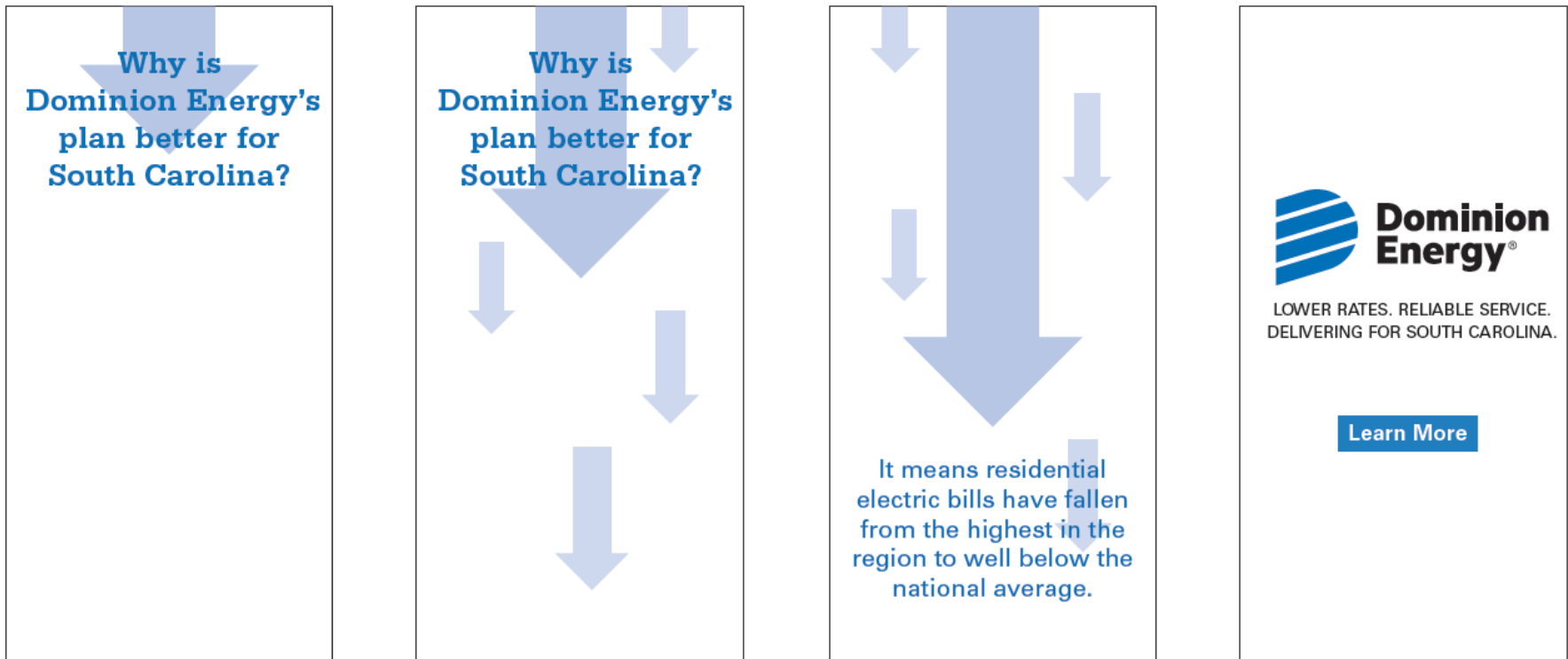
**15% lower electric bills**



LOWER RATES. RELIABLE SERVICE.  
DELIVERING FOR SOUTH CAROLINA.

**Learn More**

# Accelerating the Long-Term Benefits Message: Digital Advertisements cont'd





# Accelerating the Long-Term Benefits

## Message: Digital Advertisements cont'd

- ✓ Aikenstandard.com
- ✓ Islandpacket.com
- ✓ Postandcourier.com
- ✓ Charlestoncitypaper.com
- ✓ Thestate.com
- ✓ Free-times.com
- ✓ Carolina Panorama
- ✓ The Charleston Chronicle
- ✓ Millennium Magazine
- ✓ The Minority Eye
- ✓ Black Pages
- ✓ FitsNews
- ✓ Facebook
- ✓ Twitter
- ✓ Google AdWorks
- ✓ YouTube

# Community Meet and Greets



# What Happened to the Cash Payments?

Dominion Energy is providing electric customers significantly reduced bills instead of the cash back proposal. Here's why.



<https://youtu.be/LPTHNOjMhIA>

# Customer Contacts by Phone (1/1/2019 – 2/28/2019)

Total SCE&G Call Volume: 264,966

Dominion Energy Merger Related Calls: 4,286

\$1,000 Cash Back Specific Calls: 656 of the 4,286

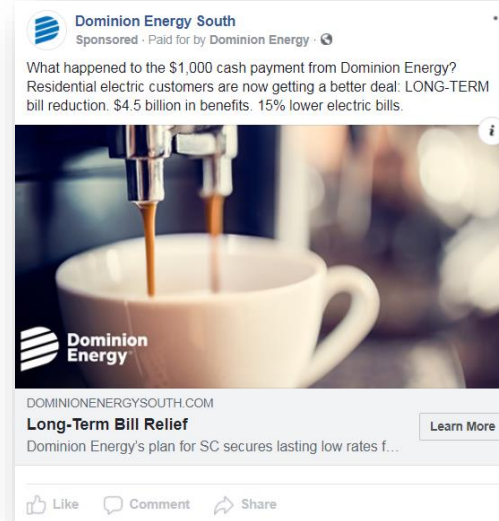
- Merger Related Calls were 1.6 % of Total SCE&G Call Volume
- Cash Back Calls were 0.3 % of Total SCE&G Call Volume
- Cash Back Calls were 15 % of Merger Related Calls

# **Customer Contacts by Email (1/1/2019 – 2/28/2019)**

Total SCE&G Email Volume: 5,216  
Dominion Energy Merger Related Emails: 75  
\$1,000 Cash Back Specific Emails: 65 of the 75

- Merger Related Emails were 1.4 % of Total SCE&G Email Volume
- Cash Back Emails were 1.3 % of Total SCE&G Email Volume
- Cash Back Emails were 87 % of Merger Related Emails

# Digital Metrics (1/1/2019 – 2/28/2019)



**What happened to  
the \$1,000 cash  
payment from  
Dominion Energy?**

**7,093,398 Impressions Delivered**  
**84,914 Clicks on Ads**  
**34,166 Website Sessions**  
**61,000 + Digital Video Views**



# **Appendix 1:**

## **Poster Boards for Dominion Energy Community Meetings**

# Dominion Energy: Our Culture

## FIVE CORE VALUES



### SAFETY

Safety is our highest priority, in the workplace and in the community.



### ETHICS

Integrity, individual responsibility and accountability go hand-in-hand with bottom-line results.



### EXCELLENCE

We set high performance standards and are committed to continuous improvement.



### EMBRACE CHANGE

Embrace changing expectations from customers, investors, employees, and the communities we serve across 18 states.



### ONE DOMINION ENERGY

We know that strong, sustainable performance depends on how well we support each other.

# Sustainability: Social Commitments

## HIGHLIGHTS



**#1 “Best for Vets” Award**

**#2 “Most Admired Companies”**

**\$35 million** in charitable giving in 2018

**\$12.9 million** in low-income fuel assistance

**125,000+ hours** volunteered by employees

# Commitment to Our Communities

## EMPLOYEE VOLUNTEERS

300 “Volunteers of the Year” since 1980  
...and counting.



# Commitment to South Carolina

## COMMUNITY RESULTS



# Economic Development

## A STRONG BUSINESS PARTNER



Regularly honored for economic development among top U.S. utilities.



**Site Selection magazine** named Dominion Energy one of the country's **top 10 utilities** for economic development.



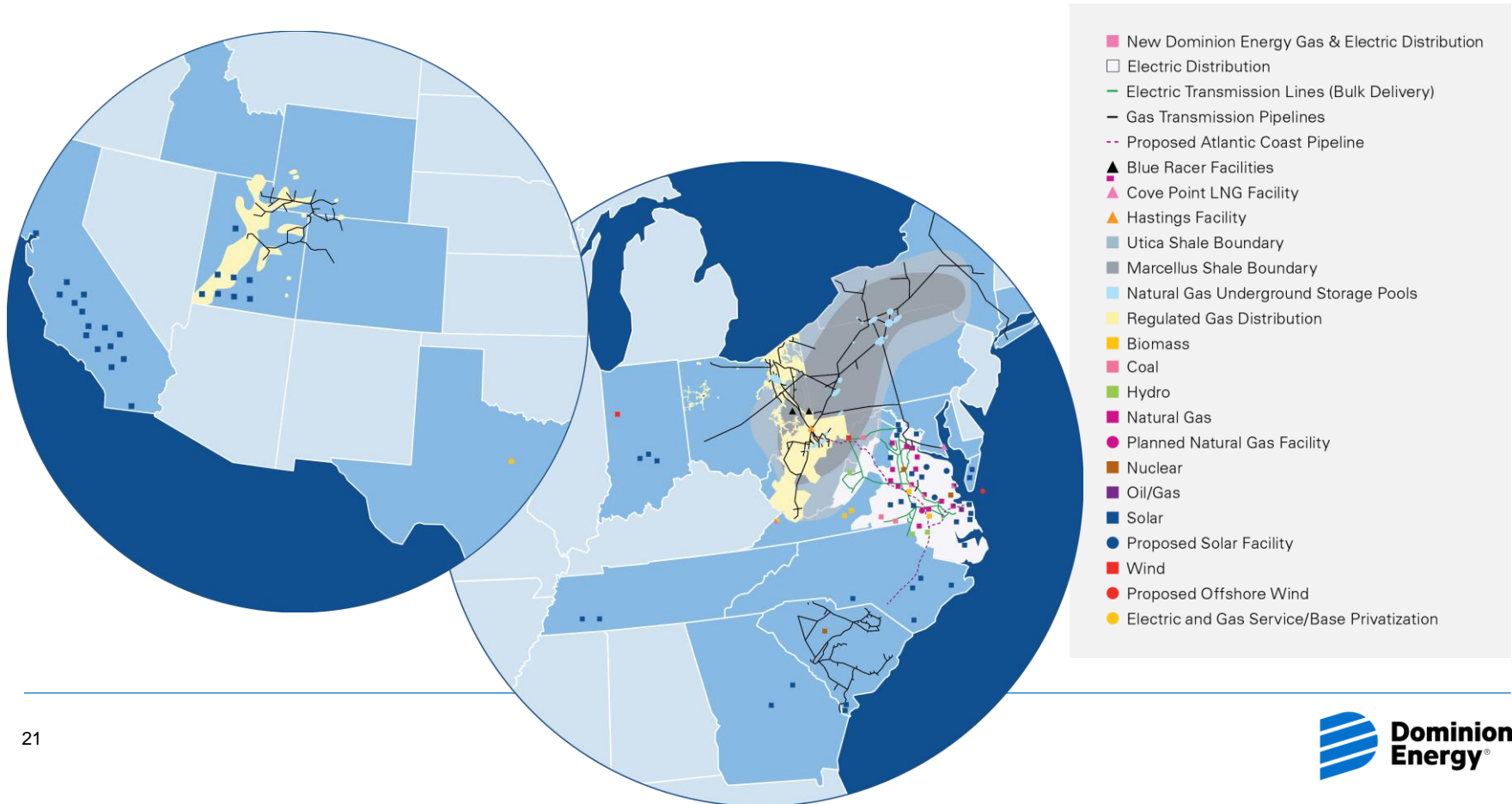
**Business Facilities magazine** named Dominion Energy **“Editor’s Choice Selection”** as a Top Utility for Powering Growth.



# Our Current Operating and Service Areas

## OUR FOOTPRINT

Dominion Energy began as a canal navigation company in Virginia. We found our niche as an electric power company in 1909, and – through mergers, expansion and growth – now own and operate energy infrastructure in some of the fastest-growing regions in the nation.

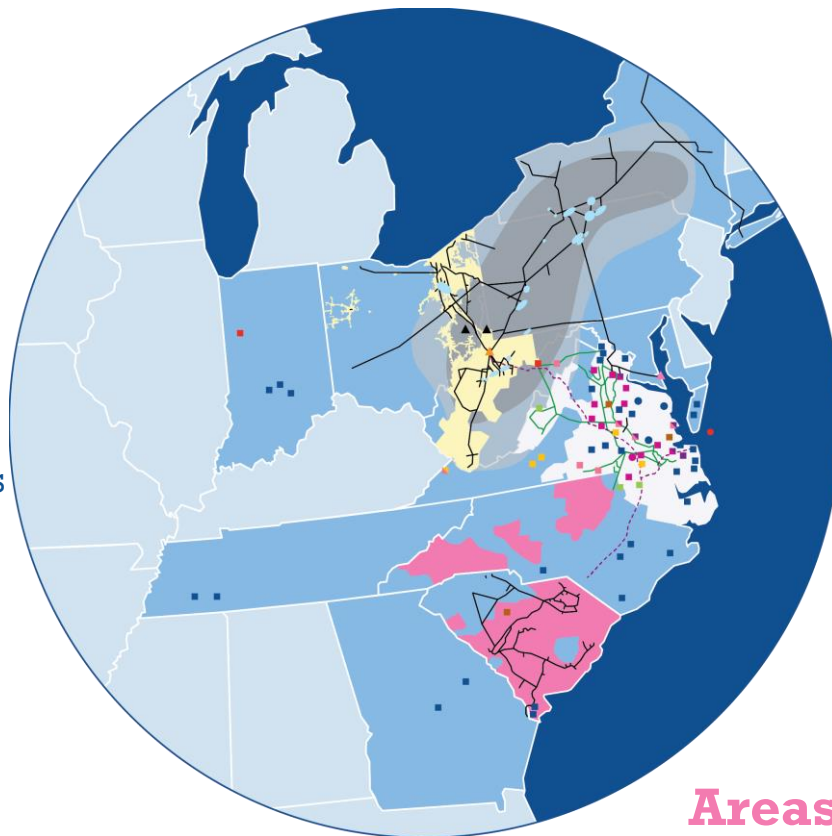


# A New Day

**21,300**

**EMPLOYEES**

IN THE 18 STATES WHERE  
DOMINION ENERGY OPERATES

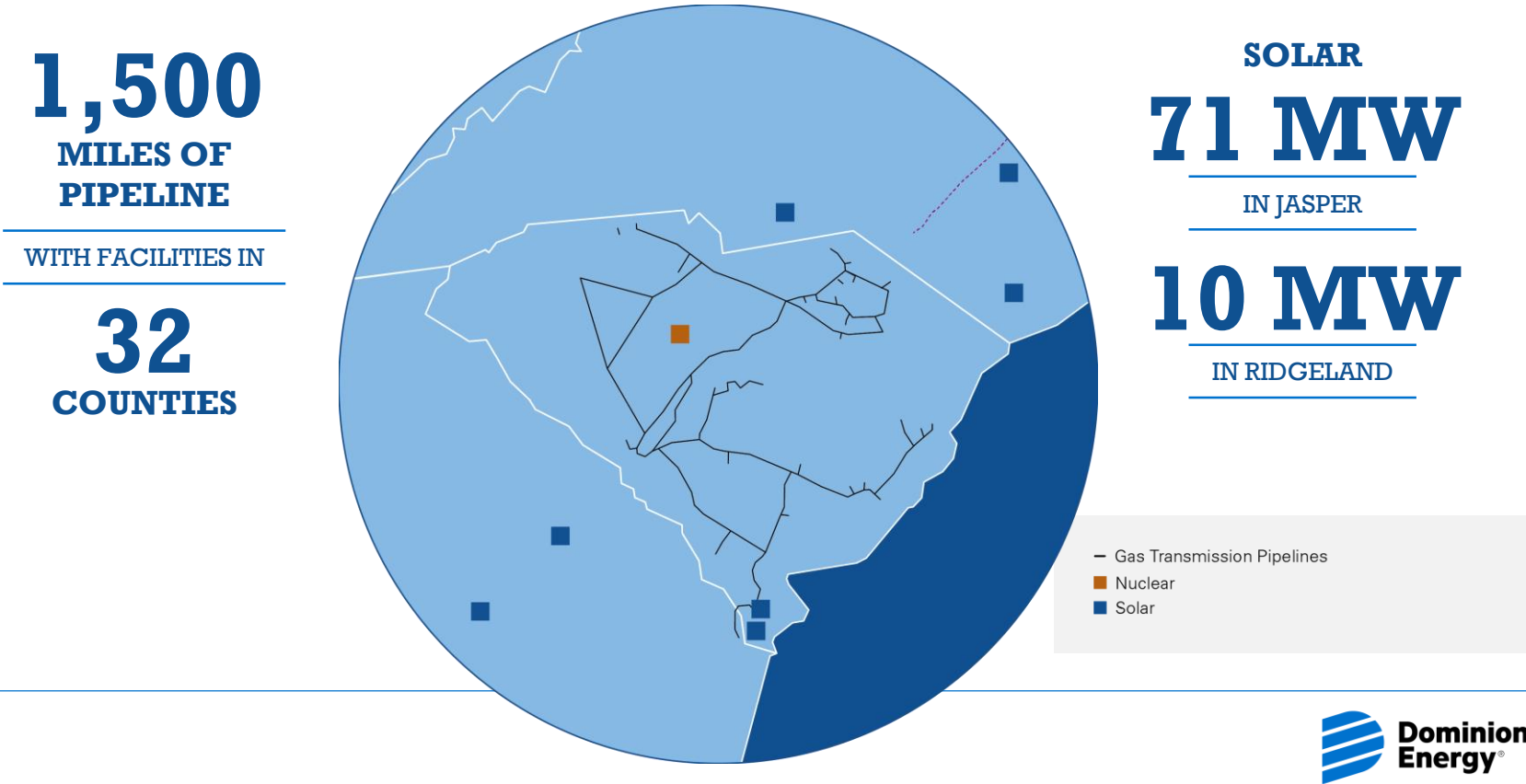


- New Dominion Energy Gas & Electric Distribution
- Electric Distribution
- Electric Transmission Lines (Bulk Delivery)
- Gas Transmission Pipelines
- - - Proposed Atlantic Coast Pipeline
- ▲ Blue Racer Facilities
- ▲ Cove Point LNG Facility
- ▲ Hastings Facility
- Utica Shale Boundary
- Marcellus Shale Boundary
- Natural Gas Underground Storage Pools
- Regulated Gas Distribution
- Biomass
- Coal
- Hydro
- Natural Gas
- Planned Natural Gas Facility
- Nuclear
- Oil/Gas
- Solar
- Proposed Solar Facility
- Wind
- Proposed Offshore Wind
- Electric and Gas Service/Base Privatization

**Areas now served by  
Dominion Energy**

# Dominion Energy: A Strong Corporate Citizen in South Carolina Since 2015

**\$750+ MILLION INVESTED** in South Carolina over the past three years through Dominion Energy Carolina Gas Transmission infrastructure growth and renewable energy projects.



# Dominion Energy: South Carolina

## CAROLINA GAS TRANSMISSION CUSTOMERS



# Dominion Energy's Plan

Overall, Dominion Energy is providing **\$4.5 billion** in benefits to SCE&G electric customers.



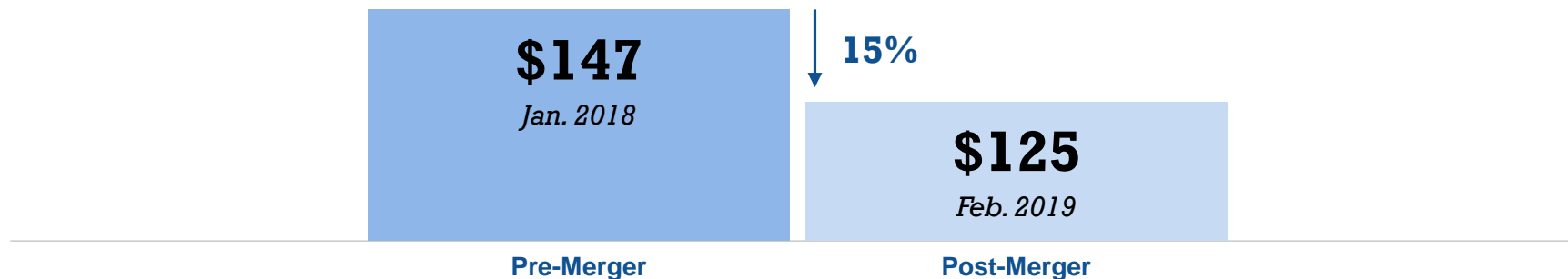
Typical monthly bills have gone from among the highest in the region to levels near the regional average and **well below the national average**.

# Dominion Energy: Certainty and a Long-Term Solution

## BENEFITS TO SCE&G ELECTRIC CUSTOMERS

- Typical electric bills have been reduced by approximately **15 percent** in 2019 compared to January 2018.
- They are lower than the temporary rates implemented by the SC General Assembly
- Commercial and industrial customers will experience a roughly similar percentage bill reduction.

## COMPARISON OF ESTIMATED TYPICAL RESIDENTIAL ELECTRIC BILLS

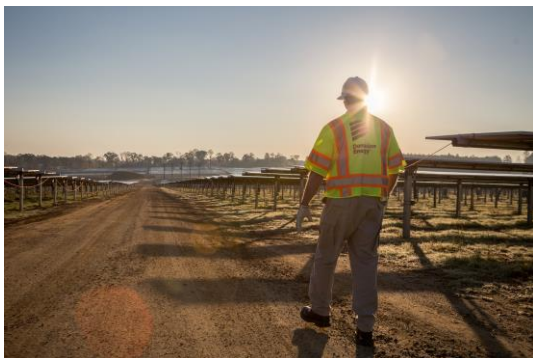




# Dominion Energy: Certainty and a Long-Term Solution

## BENEFITS TO GAS CUSTOMERS

- Natural gas customers will receive **\$2.45 million** in total bill credits over three years, to be distributed annually.
- Service from an experienced company with a growing presence in South Carolina since 2015.
- Support for economic development and financial strength to back energy infrastructure growth and support job creation.



# **Dominion Energy: Certainty and a Long-Term Solution**

## **SCE&G EMPLOYEE BENEFITS**

- SCE&G headquarters remains in Cayce; president an SC resident.
- Employee compensation protection for non-executive SCANA employees until at least July 1, 2020.
- Every effort to achieve any job reductions through voluntary severance programs.
- Employees of SCANA and its subsidiaries given fair consideration for other opportunities within the larger Dominion Energy organization, both inside and outside SC.

# **Dominion Energy: Certainty and a Long-Term Solution**

## **BENEFITS TO SOUTH CAROLINA COMMUNITIES**

- A strong energy partner:
  - Reliability enhancements
  - Cleaner energy
  - Grid security and modernization
- Dominion Energy increasing SCANA's philanthropic and community contributions by \$1 million per year for at least five years.
- The company will help drive economic development through lower rates and will aggressively support retaining and recruiting new businesses across the state while maintaining strong service reliability.
- Dominion Energy commits to maintaining customer service at no less than current levels and striving for continued improvements.

# **Dominion Energy: Certainty and a Long-Term Solution**

## **WHAT TO EXPECT IN 2019**

### **BILL RELIEF**

SCE&G electric customers will continue to experience savings on their electric bills.

### **TAX BENEFITS**

The benefit of the federal tax reform will be passed on to electric customers throughout the year. In addition, a one time bill credit inclusive of 2018 tax reform benefits appeared in electric customers' February 2019 bills.

### **ONE-TIME SETTLEMENT**

Apart from the Public Service Commission-approved customer benefits plan developed and endorsed by Dominion Energy, SCE&G electric customers should anticipate receiving an additional \$115 million, plus the value of certain real estate assets, as part of the rate payer litigation settlement once approved by the court.

# What About Cash Payments?

Under our original upfront cash payments plan, SCE&G electric residential customers would have received, on average, \$1,000, but their monthly bills would have risen by more than \$10 per month above the temporary rate.

Instead, Dominion Energy chose stable, long-term bill relief that moved typical monthly bills slightly below the temporary rate and well below the national average.

Importantly, the **lower bills provide more value to SCE&G customers over 20 years.**

